Carolina Country

MAY 1974

PEOPLE

Twenty-four EMC directors were awarded certificates at the N.C. EMC annual meeting for meritorious service in the rural electric program.

Honored for 35 years service: F. Everett Coman, W. K. Link and Doak H. Skeen of Davidson EMC; C.W. Brewer Sr., Pee Dee EMC, and T. L. York, Randolph EMC.

Honored for 30 years service: Charles L. Proffitt and Ernest C. Teague of French Broad EMC, and J.M. Hutchinson, Pee Dee, EMC.

Honored for 25 years service: Floyd Mathews, Albemarle EMC and Frederick Williams, Halifax EMC.

Honored for 20 years service: T.D. Lindsey,Brunswick EMC; W.J.Wynne Jr., Carteret-Craven EMC: H.L. West, Central EMC; Noel Lee Jr., Edgecombe-Martin County EMC, and Bynum Jackson, South River EMC.

Honored for 15 years service: Charles A. Suddreth, Blue Ridge EMC, EMC; R.T. Mercer, Brunswick EMC; Will W. Tillman, Central EMC; Conrad Eller, Crescent EMC; M.D. Wilson, Edgecombe-Martin County EMC; Henry Allen and Charles Teague, Randolph EMC, Harvey Flowers, South River EMC, and L.M. Broome, Tideland EMC.

Three veteran managers – Thomas Bog Slade III of Halifax EMC, Maxwell Willis of Harkers Island EMC and Alton P. Wall of Randolph EMC – were awarded certificates for 35 years meritorious service.

REA Administrator David A. Hamil honored retired N.C. REA Chairman Gwyn Price at the N.C. EMC meeting by presenting him the "REA Certificate of Appreciation" award for "lifetime devotion to the furthering of rural electrification and rural telephone in North Carolina."

Magnus Hoye, retired REA field engineer for North Carolina, was presented a "special commendation award" in recognition of his 19 years service in behalf of EMCs in the state.

– "The backbone of EMC support is still 'service.' In fact, service is the backbone of the electric industry in North Carolina. Ninety-four percent of adult electric consumers in North Carolina said they at least usually, but in most cases always, get prompt a reliable service from their (electr supplier."

Carolina Country salutes: R (Bob) Sheffield, retiring manager Haywood EMC, for his years of standing service; John W. Browni member services director at F County EMC, named to succeed Sh field as Haywood EMC manager; R ald J. Knouse, member & public r tions manager at Blue Ridge EM elected president of the National Me ber Services Association.

New Officers Elected

Horace Moore of Snow Hill director of Pitt & Greene EMC, s ceeded Kelly Hutchens of Dobs manager of Surry-Yadkin EMC, president of N.C. EMC in March. H A. Crigler of Lexington, manager Davidson EMC, was elected vice pr dent. Douglas P. Leary of Wake l est, manager of Wake EMC, elected secretary-treasurer. Noel Jr. of Rt. 3, Washington, a directo Edgecombe-Martin County EMC, re-elected to the board of NRECA.

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Owen Bishop
Associate Editor-Advertising Manager

Brenda Sargent
Carolina Homemaker Editor

Official Publication
North Carolina Electric
Membership Corporation

Robert N. Cleveland
cutive Vice President & General Manager

)VER — Bruce Roberts of Charlotte, rth Carolina's distinguished author-otographer, made the picture. It ows commercial fishing boats at nns Harbor and suggests the many cturesque places in North Carolina, th along the coast and in the moun-ns, which offer a welcome change of ce in the vacation season. The pic-e originally appeared on the cover the *Wachovia* magazine in connec-n with an article on North Caro-a's important commercial fishing and food industry. It is reprinted ough the courtesy of James W. wis, editor of *Wachovia,* and with mission of The Wachovia Corpora-n.

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)LINA COUNTRY (formerly THE)LINA FARMER) IS PUBLISHED THLY BY NORTH CAROLINA TRIC MEMBERSHIP CORPORA-. SECOND CLASS POSTAGE PAID ICHMOND, VA., 23219. EDITORIAL CES, SUITE 911, BRANCH BANK DING, RALEIGH, N.C. 27602. POST-TER, SEND FORM 3579 TO BOX RALEIGH, N.C. 27602. EMC JP SUBSCRIPTIONS, 75 CENTS A R; INDIVIDUALS $1. ADDRESS ALL TO: CAROLINA COUNTRY, BOX RALEIGH, N.C. 27602.

"Nothing Could Be Finer . . ."

April's showers have washed the countryside. May's flowers decorate it. From the mountains to the coast, Variety Vacationland looks ahead to its summer season, and this should be the summer when North Carolinians themselves make the most of their state's attractions.

If concern over gasoline and the price of it has dampened your vacation ambitions, consider how lucky you are that you live so close to things residents of other states come so often to enjoy.

We have within our boundaries mountains, lakes, museums, gardens, beaches, resort hotels and motels, lodges, chalets, cabins and condominiums for vacation living, theme parks, amusement centers and scenic beauty that annually attract visitors from all over the nation.

If history is your thing, you can glory in it in visits to battlefields here in North Carolina where legends were made and the course of our nation was shaped. You can explore it at places like old Brunswick Town, relive it at Tryon Palace and Old Salem, and find it still alive in gracious old towns still proud of their pasts.

For golfing and boating, and skiing in winter, for hobbyists, craft fanciers and antique collectors, few states can match what North Carolina has in abundance. For fishermen, there's a choice of about every kind of fishing from mountain stream to Gulf Stream. For hikers, campers and nature lovers, there are public and private campgrounds and state and national parks and forests, and the North Carolina Zoo (now being built) in Randolph County.

For everybody's enjoyment, there are festivals, pageants and the incomparable outdoor dramas, "The Lost Colony," "Horn in the West" and "Unto These Hills" or "From This Day Forward."

The thousands of out-of-state people who vacation in Western North Carolina could tell us why we too should vacation there, as could those who vacation along our coasts and on the Outer Banks.

We have a resourceful tourist and travel industry. We all have a stake in it, and we would profit by becoming our own customers.

Regrettably somebody has changed our state's travel promotion slogan, but in all that matters North Carolina is still Variety Vacationland. You owe it to yourself to get to know it and its remarkable variety better in Vacationtime 1974.

Jim Chaney

Notice: The fact that a product is advertised in this magazine should not be taken as an endorsement. If you find an advertisement misleading, or a product unsatisfactory, notify us. We will notify Attorney General's Consumer Protection Division.

YOU AND YOUR GOVERNMENT

A Report by U. S. Rep. Earl B. Ruth, Eighth District

This is the tenth in a series of messages prepared for *Carolina Country* by members of North Carolina's Congressional Delegation.

As the Eighth District's Congressman, Representative Ruth serves the people of Anson, Carbarrus, Davie, Montgomery, Moore, Richmond, Rowan, Scotland, Stanly, Union and Yadkin counties. His home address is Salisbury. He has district offices in Salisbury and Rockingham.

The American farmer has always had a vital role in the well-being of our nation. For generations, the farmer has provided food and nourishment for our families. Today, the role of the farmer is expanding, and becoming more important to our national economy. Farmers, now, play a part in world trade by helping to keep down our trade deficit.

The United States is not self-sufficient in high demand consumer goods such as electronic equipment, cameras and fuel oil. Almost every American uses some foreign product at home or at work. As long as consumers buy from other countries, American goods must be sold abroad in order to bring dollars back home. Without a high volume of exports, the trade deficit would soar and the value of the dollar would decrease.

Food stuffs, as well as cotton and lumber, are in high demand throughout the rest of the world, and other countries want to buy our farm products. Last year, this nation exported $70.8 billion worth of goods and farm exports made up for over one-fourth of this. Farm exports helped to pay for the foreign products which every American buys.

Our farmers deserve recognition for this outstanding contribution to our balance of trade. However, as the farmers' contributions increase in importance, due thanks have not been given. Many consumers are saying: Stop the exports! People are blaming high food prices on the farmers.

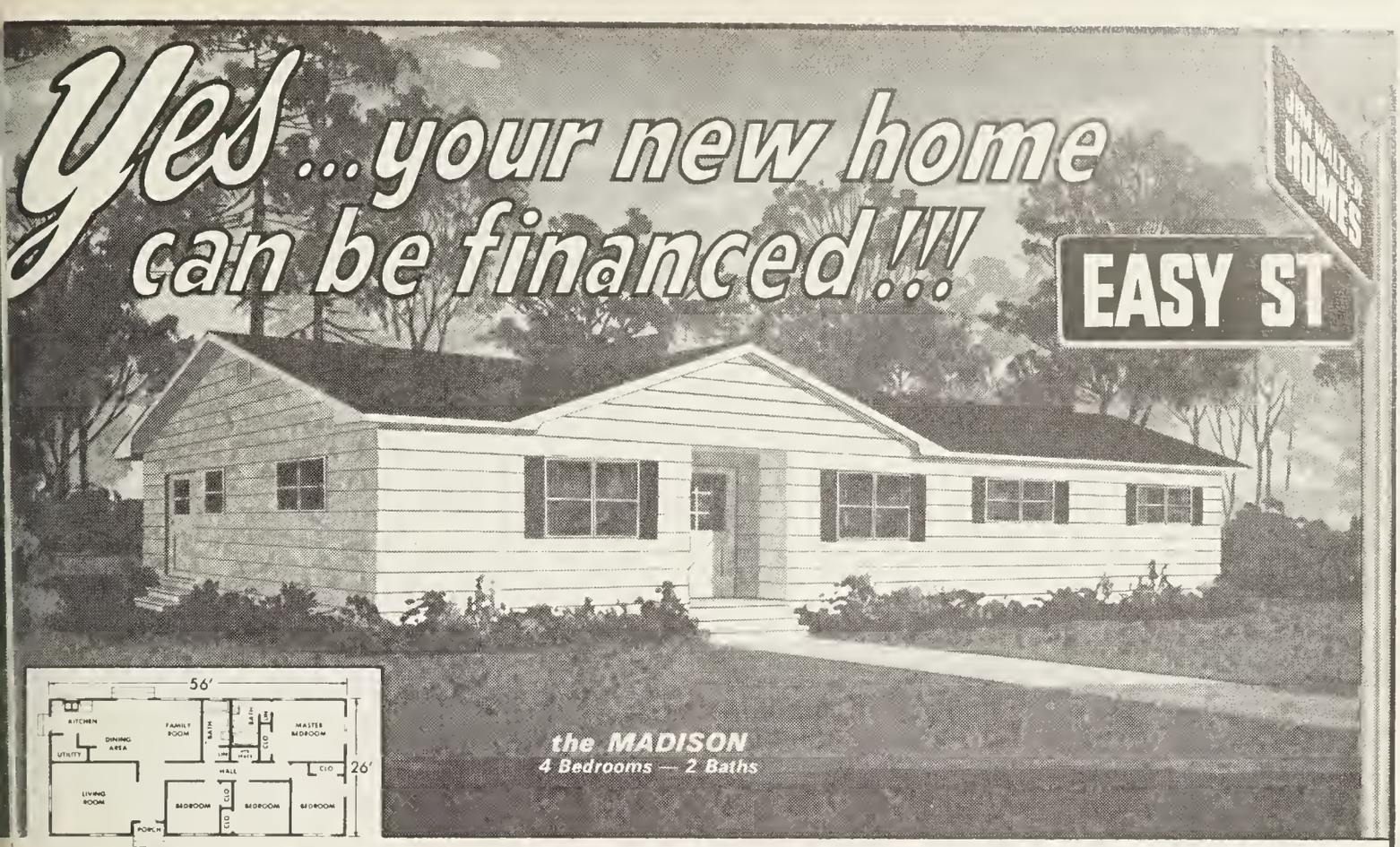
The farmer, like everyone else, is being hit hard by inflation. But, despite higher production costs, the farmer is not the one passing the bulk of increased costs to the consumer.

Take wheat and the cost of a loaf of bread, for example. Rumors claim the price for a loaf of bread may reach one dollar. Well, this has not happened and agriculture officials doubt it will occur. But, people are still blaming the farmer.

In Kansas City, in mid-February, a bushel of wheat sold for $6.02. One bushel makes sixty-nine one pound loaves of bread. This means that the value of wheat in a 32¢ loaf of bread is about 8¢ consists of bakery ingredients, but mostly of labor, transportation and storage costs.

Between the farm and the grocery shelf, farm goods go through a chain of "middle man" activities. Beef, for example, is sold by the farmer to feed-lot owners who fatten and slaughter cattle. Often, the meat is sold a second and third time to packers and distributors before it reaches your local store. Each step costs money and requires a special labor force, and the price goes up at each transaction.

We all owe thanks, not criticism, to the farmer for his new role in our economy. The farmer deserves his long overdue sense of dignity and belonging to the entire national community. Let's not fall into the trap of misunderstanding and poor consumer knowledge. Agriculture is the only sector of our economy which can compete on the world market and prevent our nation from going bankrupt.



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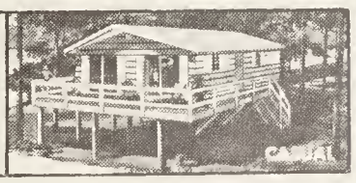

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From Outer Banks to western mountains, North Carolina offers hundreds of travel opportunities.

VARIETY VACATIONLAND

The gasoline shortage apparently will continue to be a fact of life for North Carolinians during the summer of '74, but the fact need not spoil their plans for a full-scale vacation involving use of the family automobile.

That's because Tar Heels can take advantage of another fact of life which is gaining a new respect and appreciation as a result of the energy crisis: They don't have to leave their own home state to find a multitide of first class vacation, recreation and travel opportunities.

Many North Carolina residents have long been aware of the travel treasures available within the state's boundaries, for they make an important contribution to the Tar Heel tourism industry each year.

In 1972, the latest year for which figures are available, in-state residents spent $328 million on vacation and weekend travel.

But, the most persuasive evidence of the quality of these travel attractions is their popularity among out-of-state tourists, who generally must travel further and spend more money to take advantage of them.

These travelers poured into the state 45 million strong in 1972, and they spent $589 million before they left North Carolina.

Where do all these travelers go?

To the shores of the Atlantic; to the beautiful golf courses of the Sandhills and Piedmont; to modern new amusement parks; to the shadows of the magnificent Great Smokies. The list goes on and on.

Among the most popular summer time attractions in North Carolina are the outdoor dramas combining history, drama, music and dance. "Horn in the West" at Boone will open its 23rd season on June 28 for a run concluding Aug. 31. Cherokee's "Unto These Hills" is scheduled to run its 25th season June 21-Aug. 28, and "The Lost Colony" will be presenting its 34th season June 21-Aug. 31.

"Horn" is presented nightly except Mondays with a special performance on July 2 and no performance on July 4. "Unto These Hills" and "Lost Colony" are both presented nightly except Sundays.

A fourth outdoor drama, "Fr... This Day Forward" at Valdese ... feature shows Thursday through S... day, July 18-Aug. 18.

A new outdoor drama is schedu... for its premiere season this summe... Snow Camp in Alamance County. ... titled "The Sword of Peace" and ... be presented July 4-Aug. 31, w... performances Thursday through Sa... day.

Another highly popular North ... olina attraction is the "Singing on ... Mountain" at Grandfather Mount... which is scheduled for June 30. ... annual event may be in for a ban... year in 1974, for it will celebrate ... 50th anniversary this year.

Grandfather Mountain will also ... the scene of the 19th Annual Highl... Games and Gathering of Scot... Clans, July 13-14.

A variety of special events ... planned across the state for the Fou... of July, including celebrations at A... deen, Waynesville, and Tanglew... Park at Clemmons; a fish fry at ... Level, a horse show at Kernersville ... a sailing regatta at Morehead City.

The most unusual of these Independence Day programs will be at the restored colonial village of Old Salem, where the observance will recall the celebration of July 4, 1783. That's when the Moravians of the Wachovia settlement in what is now Forsyth County held America's first celebration of the Fourth of July under legislative enactment.

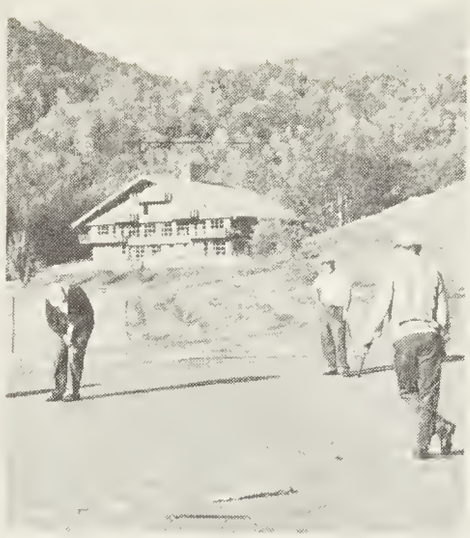
Recreating that solemn occasion, the program will include a lovefeast at the historic Home Moravian Church and after dark, a torchlight procession through the streets. Throughout the day, the restored buildings will be open for visitors and there will be special outdoor demonstrations of 18th century crafts – candle-dipping, wool-dying, blacksmithing, fruit drying.

If the Old Salem events aren't enough to keep the visitor occupied, we might want to visit another of Winston-Salem's attractions: Reynolda House and Gardens.

The house and gardens are open Tuesday through Saturday from 9:30 a.m. to 4:30 p.m., and on Sunday from 1:30 to 4:30 p.m. On holidays, except Christmas Day, it is open during its regular hours. The house, which is closed entirely during the month of January, features a charge for tours. The gardens are open without charge.

Another interesting estate which is open for public inspection not far from Winston-Salem is Chinqua-Penn Plantation House near Reidsville. The house and the 36 acres of surrounding grounds are open Wednesday through Saturday from 10 a.m. to 4 p.m. and on Sunday from 1 to 4 p.m.

Mrs. Winifred Roberts uses natural dyes on yarn in Old Salem shop.



Golf provides recreation and entertainment for many Tar Heels.

Tar Heels who're looking for spectator sports can find them in abundance throughout the state.

A very special sports event is scheduled in Durham on July 5 and 6. Teams from the U.S. and the U.S.S.R. will compete in an International Track and Field Meet in Duke University's Wallace Wade Stadium.

In the world of golf, three important tournaments are scheduled this summer on North Carolina courses: The 56th annual PGA National Golf Championship at Tanglewood Park at Clemmons, Aug. 5-11; the World Open at Pinehurst, Sept. 12-15; and the Ninth Annual Ladies Professional Golf Association American Defender Classic at Raleigh, May 9-12.

Cultural attractions are also available in abundance throughout the state – in the form of historic sites, art galleries and museums.

Among the most interesting of these are the North Carolina Museum of History, the North Carolina Museum of Art and the North Carolina Museum of Natural History in Raleigh.

And there's more, lot's more: The U.S.S. North Carolina Battleship Memorial at Wilmington, the Thomas Wolfe home and Biltmore Estate in Asheville, the Land of Oz at Beech Mountain, Carowinds near Charlotte, Tweetsie Railroad at Boone, Jockey Ridge at Nags Head, music festivals, rock swaps, antique shows, crafts fairs, horse shows.

But what of the family who's interested in getting away from the crowds at a quiet and peaceful spot where Nature still reigns supreme?

Sites for vacations of this [illegible] are also available, although they are far more difficult to find. One such place is Hammocks Beach State Park.

This 3½ mile island, which is one of the few remaining unspoiled beaches along the North Carolina coast, can be reached only by passenger ferry. The ferry landing is off N.C. Highway 24 west of Swansboro.

On the island, dunes stretch up and down, some soaring as high as 65 feet. Rare sea turtles occasionally come ashore to lay eggs, and seashell collectors are seldom disappointed. The only large building on the island is the bathhouse which has been carefully constructed to fit the contour of the surrounding dunes.

The island has been known as "Bear Island" since as early as 1713 and that name is still applied to it on many navagational maps.

* * * * *

From "Bear Island" to the Blue Ridge, North Carolina offers travel vacation opportunities by the hundreds. The story of those opportunities cannot be encompassed in any single article, and this one barely skims the surface by listing a few examples of the attractions available. (Additional examples are outlined in a second article on Pages 8 and 9.)

Still, it should be apparent that Tar Heels don't have to do without summer travel and vacation fun because of the gasoline shortage. Their problem will be selected the attractions they most want to visit.

They might find that those out-of-state tourists had the right idea all the time.

Scene from "Unto These Hills" outdoor drama presented at Cherokee.

Glimpses of the Past

By Owen Bishop

The traditions of history abound in North Carolina, offering travelers rich and rewarding glimpses of the past at almost every turn.

Many of them stand unmarked and unnoticed, as the significance of the events which occurred there fade further into the past. Others are noted solely by obscure markers or plaques, and are seldom sought out except by the most avid of history buffs.

But, during 1973 nearly 510,000 people visited those historic locations which have been officially designated by the State as State Historic Sites.

These 19 sites, which are scattered across North Carolina, range from a 16th century Indian ceremonial center to varied reminders of wartime battles fought on North Carolina soil. They also include a fascinating array of old and restored structures.

The tribal ceremonial center is at **Town Creek Indian Mound** southeast of Mount Gilead. It consisted of a temple built on a man-made earthen mound, a holy "Square Ground," and a series of burial houses, all of which were enclosed within a palisade of upright logs. The Square Ground was considered holy because it was the "home" of the tribe's symbolic soul.

At the Indian Mound, several pre-colonial style buildings have been reconstructed, including two temples, a mortuary and the palisade wall.

The wartime reminders include a fort, a ship, two battlefields and the site of major development affecting the end of the Civil War.

President Polk's Birthplace

The fort, **Fort Fisher** was the largest earthwork fortification in the Confederacy and protected Wilmington, the last port open to the ill-fated Southern republic. It fell to Union forces in January, 1865.

The remains of the fort, a restored palisade fence and a preservation laboratory are also located on the site. Fort Fisher is southeast of Wilmington and across the Cape Fear River from Southport.

The two battlefields are **Alamance Battleground** and **Bentonville Battleground**.

The former, situated just outside Burlington, is where Governor Tryon's colonial militia decisively defeated an armed body of 2,000 back-country farmers who called themselves the Regulators. The farmers were rebelling against undemocratic local government, high taxes and a shortage of currency.

At the battleground's Visitor Center, an elaborate audio-visual presentation tells the story of this encounter. A Regulator-type log cabin, the eighteenth century Allen House, offers a view of frontier life.

One of the largest land battles ever fought in North Carolina was the Civil War battle at Bentonville in March, 1865. Four days of combat left 4,000 men dead or wounded.

Visitors may tour the original trench work and inspect the fortifications. The site also includes a Confederate Cemetery where 369 soldiers lie buried in a common grave. The Visitor Center houses exhibits on the battle and on the Civil War in general.

The battleground is just north of Newton Grove.

In the closing days of the Confederate cause, two battle-weary adversaries, Gen. William T. Sherman and Gen. Joseph E. Johnston met at **Bennett Place** near Durham to complete surrender terms on April 26, 1865 — 17 days after Lee surrendered to Grant at Appomattox.

Somerset Place Plantation House

The small farmhouse, which w then the home of James Bennett, h been restored along with the kitch and smokehouse.

Another view of the Civil War offered by the **C.S.S. Neuse**, a Confe erate ironclad ramming vessel whi was pulled from its resting place at t bottom of the Neuse River in 196 The massive hull is on view under protective shelter off U.S. 70A tw miles west of Kinston. An adjoinin visitor center displays many artifac recovered with the ship's hull.

Three other Historic Sites take no of former Tar Heel governors: t **Zebulon B. Vance Birthplace**, t **Charles B. Aycock Birthplace**, a **Tryon Palace**.

The Vance Birthplace on Rt. Weaverville, features a restored l house, six farm outbuildings and Visitor Center.

The Charles B. Aycock Birthplac near Fremont in Wayne County, offe a restored farmhouse of the 184(several outbuildings, a one-roo school dating from Aycock's boyho and a Visitor Center.

Interior of Vance Birthplace

Tryon Palace was the magnificent ome of Royal Governor William ryon when the state's seat of govern- ent was at New Bern.

Given its title by outraged tax- yers, the building was abandoned ter the capital was moved to Raleigh, d all but one wing burned in 1798. the 1950s, the palace was recon- ucted from original plans.

The palace complex includes beau- ul formal gardens and three addi- nal houses.

Two other important historical ures are spotlighted at State Historic es: The **James Ireland Home** and **President James K. Polk Birth- ce.**

The Iredell home in Edenton re- cts the life of its British-born owner, o became attorney general of North rolina at the age of 28, and eleven rs later was named by President orge Washington to the U.S. reme Court.

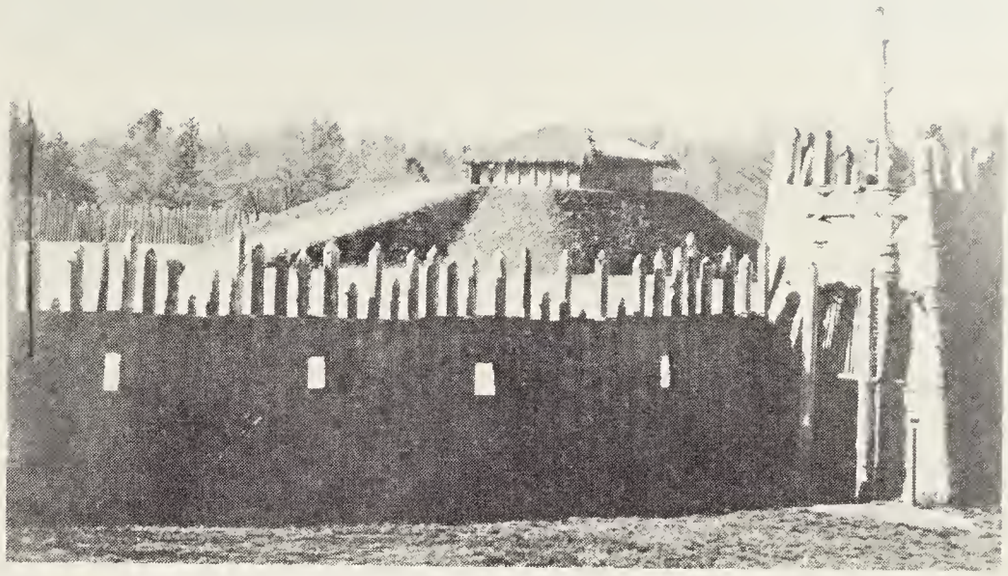
The Polk birthplace at Pineville tures memorabilia of the 11th U.S. sident, and the events of his era. It ludes a reconstructed cabin, ached kitchen and a packhouse.

Three other homes are on the list of toric Sites: **The House in the Horse- e**, in Moore County east of Carth- ; **Somerset Place** in Washington unty's Pettigrew State Park; and **ke Homestead** in Durham.

The House in the Horseshoe, which es its name from its location in a ge horseshoe bend of the Deep er, was built about 1770 by lonel Philip Alston, whose band of ig fighters were attacked by a group Tories there in August of 1781.

Somerset Place was built in the 30s on the shore of Lake Phelps by iah Collins III, and the 14-room ntation home soon became a gath- ng place for fashionable society.

Phillips Church, Brunswick Town



Town Creek Indian Mound dates from early 16th century.

The mansion, restored outbuildings and 14 acres of lakeside gardens, lawns and canals are open for public tours.

Duke Homestead, built in 1852, is the ancestral home of the family whose name became synonymous with the tobacco industry in America.

The Dukes' first tobacco factory has been rebuilt on the property adjacent to the house. The second factory was also destroyed, but the third still stands nearby.

Three colonial communities, all of them in Eastern North Carolina, bear designations as Historic Sites; **Historic Bath**, **Historic Halifax**, and **Brunswick Town.**

Historic Bath became the state's first incorporated town in 1705, and for about 50 years it was a thriving port. The colony's oldest extant church building still serves St. Thomas Parish.

Tours are available for two historic homes and a Visitor Center film relates the history of the town, including the activities of the infamous Bluebeard, who once lived here.

In 1758, Historic Halifax developed as a river port and quickly became a commercial and political center. In April, 1776, the Fourth Provincial Congress of North Carolina met here and adopted the "Halifax Resolves," which empowered the colony's delegates to the Continental Congress to vote for independence -- the first such action by any colony. The site now features archaeological diggings, restored buildings of the early 1800s and a Visitor Center.

Brunswick Town was founded in 1726 and became an important port for shipping naval stores and lumber to Europe and the West Indies. The settlement was abandoned after being burned during the Revolution, and Fort Anderson was built over part of the town during the Civil War.

Hours, Admission Vary

All of the State Historic Sites are open from 9 am. to 5 p.m. Tuesday through Saturday and on Sunday from 1 to 5 p.m., except for variations at four locations:

Tryon Palace is open Tuesday through Saturday from 9 a.m. to 4 p.m. and on Sunday from 1:30 to 4:30 p.m.; James Iredell House is open Tuesday through Saturday from 10 a.m. to 4:30 p.m. and on Sunday from 2 to 5 p.m.; and Somerset Place is open standard hours including Monday.

The Duke Homestead is open only from April 1 to October 1 and its visiting hours are from 2:30 to 5:30 p.m. on Sundays only. However, special arrangements can be made for visiting groups through the Director of Operations at Duke University.

Admission to the Historic Sites is free, except for admission charges at Tryon Palace, $2 for adults, $1 for children; Palmer-Marsh House and Bonner House at Bath, 50 cents for adults and 25 cents for children; and James Iredell House, $1 for adults and 25 cents for children.

Picnic areas are available at or near all of the sites.

WHAT MAKES

Dear Mr. Butz,

I just heard a radio report that the wholesale price of beef has risen 33⅓ percent during the last 6 weeks!!

What's going on—you promised us that the price of beef would go down.

How much longer must the consumer suffer at the hands of the farmer! Don't forget that you are supposed to represent every American, not just a select few . . .

Letters like this have flowed into USDA since beef prices hit historic highs last August. This one came last month from a consumer in Brooklyn, and it points up some of the confusion—particularly among urban people—about what makes meat prices.

Most letters about food costs are directed to ERS for reply. There, commodity specialists draft responses after researching the basic factors of cost, prices, and outlook that are involved.

Misconceptions. Consumers' letters about meat prices generally express concern about mounting prices, dismay that the prices failed to drop as expected, as well as three popular consumer illusions:

√ farmers are gouging consumers,

√ farmers can set market prices for their crops and livestock, and

√ USDA controls prices.

All these are misconceptions. What are the facts?

Getting back to that letter from the Brooklyn correspondent, the writer commented on rising *wholesale* prices. Thus he may be a wholesaler, retailer, or restaurateur—as well as a consumer. Mounting wholesale prices usually pose little problem for meat distributors since they can pass through higher costs in their selling prices. For consumers, higher wholesale prices most often translate into higher retail prices.

Pushing production. The best way to assure adequate meat supplies at reasonable prices is, of course, to step up livestock production. USDA has taken steps to encourage larger output of livestock as well as larger production of the grains needed to feed animals to market weights.

But boosting livestock and meat production takes time—11 to 14 months for hogs and pork, and at least 25 months for cattle and beef, from breeding to slaughtering.

Meantime, prices tend to reflect the balancing of factors in using up existing supplies.

Prices are affected by the seasonal changes in livestock marketing and dressed meat production, along with current consumer demand and disposable incomes. One reason for recent high meat prices was that the seasonal market flow of beef and pork was running below last year's levels while consumer demand had picked up.

Farmers can be losers. Letters from urban areas frequently imply that consumers suffer economic injustice at the hands of the farmer. What consumers often don't know is that from time to time, farmers and feeders suffer substantial net operating losses. This happened to cattle feeders last fall and the losses continued for several months. Meat packers and retailers also endured losses on meats last summer because of price ceilings.

Last spring, consumer resistance to high retail meat prices and subsequent boycotts touched off a lot of uncertainties in the meat market, and caused some losses to producers. More recently, cattle feeders' losses proved substantial—due mainly to mounting costs for feeder cattle, labor, and feed, along with falling prices for fed cattle.

Cattle in feedlots need 8 to 11 pounds of grain and concentrate t produce 1 pound of weight g They're fed for 5 to 6 months a total weight increase of 350 to 5 pounds per head. During the feed period, changes may occur in h cost of feeds or market prices of e steers.

Farmers don't set fed steer pr Rather, the prices are der

MEAT PRICES

through various stages of the marketing system—initially from consumer demand and incomes, less costs to process, transport, cut, package, and retail—balanced against current supply.

When market prices for fed steers drop below feeders' costs, the feeders lose money. And when this happens, feeders tend to react by feeding fewer cattle.

Price ceilings on beef were lifted last September. Within a few weeks market prices for Choice steers fell and for several months ranged well below costs already incurred by feeders. Feeders who marketed cattle during the fall reported losing $70 to $200 per head or more—occasionally for several thousand head. Many of these producers then had trouble paying off bank loans used to finance their feeding enterprises.

Cattle prices strengthened during December and, by January, were near break-even levels to cover feeders' costs. Meantime, U.S. average retail beef prices had been trailing off—from about $1.45 per pound in September to $1.35 in December.

Of cuts and carcasses. These prices may seem "low" compared with those paid recently at the supermarket. But that's because they're averages for all retail cuts from one beef carcass, weighted by their percentage yields obtained in cutting the carcass for the retailer's meat case. In other words, there are relatively fewer T-bone and Porterhouse steaks, and more chuck roasts and hamburger, in a side of beef than most consumers realize.

Composite retail beef prices tend to average higher for cities in the Northeast than for the rest of the country. That's mainly because of longer shipping distances from major meat processing areas and higher wage rates for handlers and retailers.

Against falling fed cattle prices and mounting feeders' losses, average retail prices for beef in every region remained fairly stable during November and December. But by mid-January, retail prices moved back up.

What's in store. In coming months, retail meat prices may creep up, leap up, or even bounce up and down . . .

The creeping pace may be set by a reduced volume of cattle marketings during early 1974 compared with last fall. The reason: farmers placed fewer cattle on feed during those autumn months when nearly every lot of fed cattle was sold at a loss.

On the other hand, prices may rise further if transportation or processing costs rise. But prices may also fluctuate—and so may beef supplies at retail stores—if consumers stage another boycott, or if transportation and processing operations are interrupted.

Many letters to USDA ask for lower meat prices. Everything consumers buy costs more, but food prices are particularly noticed. The fact is, prices have to cover production costs or farmers will simply produce less. Farmers can't be expected to keep producing only to suffer additional losses. Many farmers still feed cattle to sell only once or twice a year, and must endure their losses as reduced income during the entire next year.

Market's way. In short, the market offers farmers a take-it-or-leave-it price for their fed steers. And for months at a time, prices they can get may fail to cover costs already incurred for the market-ready cattle.

Under these circumstances, the farmer can ill-afford to hold his cattle longer and feed them more, merely hoping for improved prices. And when the feeders lose money, they absorb the loss, which may result in curtailed production over the short run.

From *The Farm Index*, published by the Economic Research Service, U.S. Department of Agriculture).

WOMEN MEETING A CHALLENGE

The Carolina Homemaker
Edited by Brenda Sargent

North Carolina's Rural Electric Cooperative Women

The women of North Carolina's electric membership corporations are women meeting the challenges for service in rural areas of their state.

Since organizing into local cooperative women's committees in the late 1960s, the ladies have volunteered their time and energies to keep interested women aware of the importance of and the problems facing the rural electric program, and to open channels of communication between local, state and national cooperative women. They have worked to develop programs in their local cooperative service areas to better their communities and EMCs and to establish liaison between EMC women and women of other organizations.

Their efforts are paying off. They have not only helped gain greater understanding and support for the rural electric program and their cooperatives, but they have also become a force for community improvement and leaders in efforts to meet community needs.

The projects these ladies take on cover a wide range of activities from sponsoring community clean-up campaigns to teaching hand crafts and putting on craft fairs. For the past several years, North Carolina rural electric women have sponsored a booth of Blue Ridge mountain crafts at the NRECA national meeting with proceeds going to, among other things, the Agricultural Hall of Fame.

Mrs. Alice Wilson of Tarboro, chairman of the statewide committee of EMC women, chats with Senator Hubert Humphrey after a talk he gave at one of N.C. EMC's annual meetings.

Local committees organized lett writing campaigns to their Congres men during the 1973 REA loan crisi They started petitions to the Feder Power Commission during the Dul Power Company rate increase case.

They have worked with the Sta Board of Health in setting up teach workshops and instituting informati courses on the prevention of vener disease in high schools.

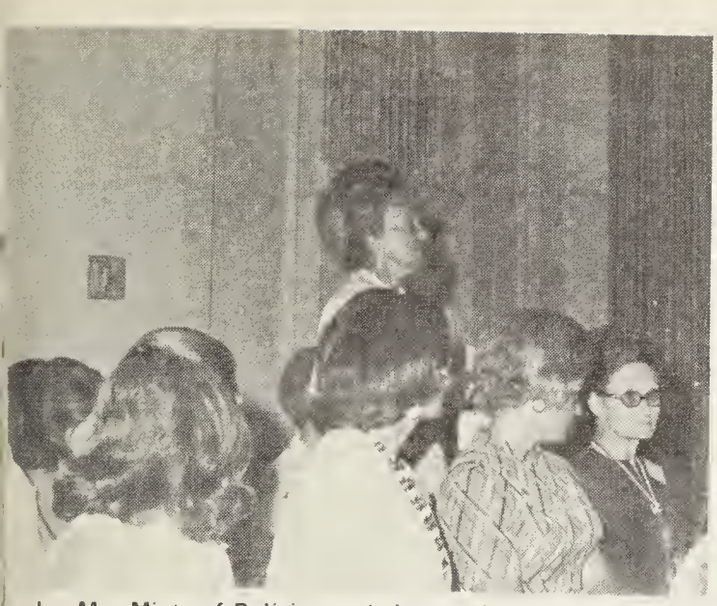
Other youth-oriented programs t ladies have sponsored or helped wi are: the Annual Rural Electric You Tour, the 4-H Electric Demonstr tions, scholarships, book donations public school libraries, and speci opportunity summer camps for unde priviledged children.

They have been concerned and a doing something about drug abus self-protection, consumer issue energy conservation and the lack medical facilities in rural communitie

They regularly take part in loc and statewide annual meetings of t EMCs by stirring membership atten ance, hostessing, attending busine meetings, passing resolutions, holdi workshops and keeping abreast of t latest developments in the rural ele tric program.

It is an impressive list of accor plishments for a small number of rur women and it is all the more impre sive for the fact that they voluntari give of their time and resources serve their cooperatives and commu ties.

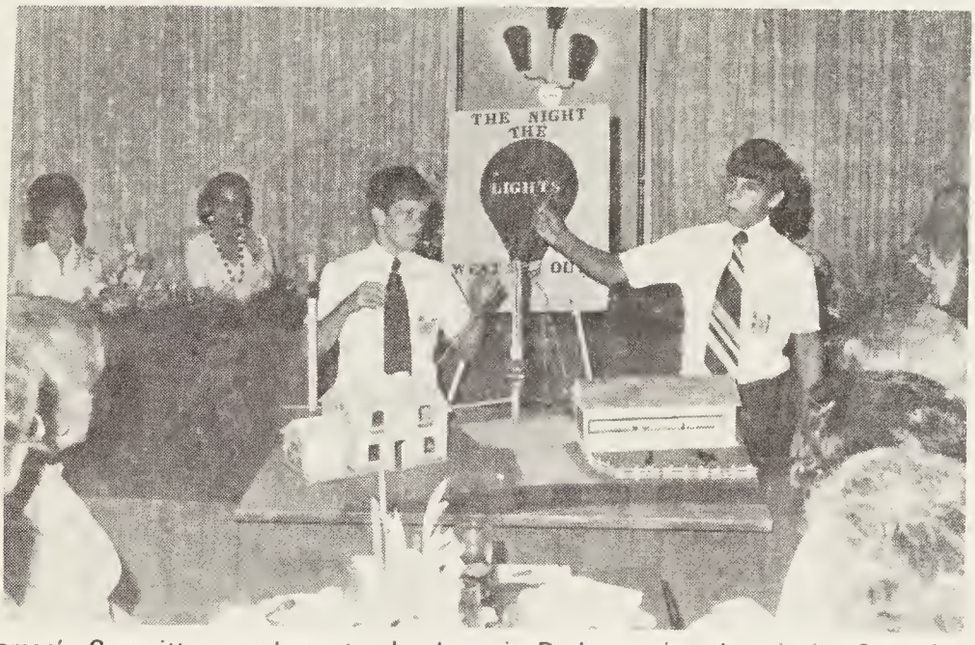
While they are indeed facing t challenges of a growing state a progressive rural electric program, th are also issuing a challenge to all of — to become more involved and take an active part when we are call upon to do so.



s. Ina Mae Mintz of Bolivia, co-chairman of the Brunswick EMC men's committee, gives a progress report at a women's committee tewide annual meeting in Durham.

Helen Fleming, Lucille Adcock and Arnette Willey of the Halifax EMC women's committee, Enfield, set up a crafts display at the N.C. EMC annual meeting. Mrs. Fleming is one of N.C.'s two National Rural Electric Taskforce Representatives.

. Ann Curren, administrative assistant at ce EMC in Wake Forest, displays an an she crocheted for a Rural Electric ion Program raffle which women's mittees helped plan.



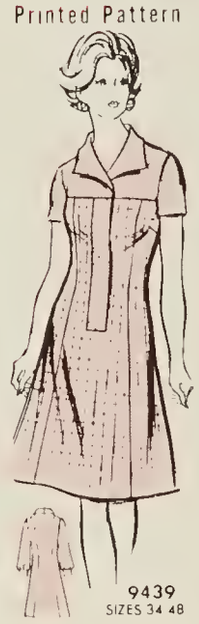
Women's Committee members at a luncheon in Durham enjoy the winning State 4-H Electric Demonstration which they helped sponsor.

bers of the women's committees take a tour of the Governor's sion during a tea held there for them.

Mrs. Ruth Cherry, a N.C. National Taskforce Representative from the Edgecombe-Martin County EMC women's committee, uses lunch-time as an opportunity to talk with her co-op manager, Leslie Rucker and member of the board, Noel Lee, Jr.

FASHION FAVORITES

Printed Pattern



4689
SIZES 10½-18½

Pattern No. 9238 is cut in sizes 8, 10, 12, 14, 16, 18 and 20.
Pattern No. 9461 is cut in waist sizes 24," 26," 28," 30," 32" and 34."
Pattern No. 9187 is cut in sizes 8, 10, 12, 14, 16, and 18.
Pattern No. 4689 is cut in sizes 10½, 12½, 14½, 16½ and 18½.
Pattern No. 9312 is cut in children's sizes 2, 4, 6, and 8.
Pattern No. 9439 is cut in sizes 34, 36, 38, 40, 42, 44, 46 and 48.
Send $1.00 in cash (no stamps) for each pattern to: CAROLINA COUNTRY, Box 42, Old Chelsea Station, New York, New York 10011. For first class mail, add 15 cents for each pattern. Be sure to include your full address, zip code and pattern size.

ABOUT THE HOUSE

Glue-Free Cap

To keep the cap of a glue or n polish container from sticking, co the screw threads inside the cap wi soap.

Lint Off

A small piece of crumpled nyl net is great for removing lint and h from garments and upholstering.

Mark-Proof Cans

Snap plastic lids on bottoms coffee, shortening or other cans prevent marks on shelves.

Jelly Dispenser

Put jelly in plastic catsup or m tard containers. Snip off piece u jelly flows freely. Children love dec ating their own toast. Works fine filling jelly doughnuts, too.

Wash Dried Flowers

You can wash dried flowers dipping them in a solution of o fourth cup liquid detergent in t quarts of lukewarm water. Then dip clear water and dry on paper tow

Berry-Stained Hands

To remove berry stains from har rub hands with lemon juice and s the nails. They come out nice a clean.

Shower Gift

For a wedding gift, make a wh cotton apron. At the shower have e guest write their name with per Then go over the names with ball po paint in the bridal colors. Put the pl and date on the waist band and it be a very treasured gift.

Clean Coffeepots

Use baking soda to remove bro stains from coffee pots. Use like sc ing powder, rubbing well with da cloth.

If you have any helpful hints or special information that you would like to share with our readers, send them to: About the House, Carolina Country, P.O. Box 1699, Raleigh, NC. 27602.

KITCHEN CORNER

MIDGET MEATLOAVES

The grand and glorious month of May is upon us and for an enchantingly brief spell, we needn't worry about heating fuel or air-conditioners. Instead we can throw open the windows and doors and abandon ourselves to the lushness of a North Carolina spring.

Sarah Laurin of Blounts Creek has a delicious, no-fuss way to get the evening meal over with and the family outdoors – 15 minute midget meatloaves. Come to think of it, this recipe is pretty handy for any time of the year.

Ms. Laurin, who is served by Tideland EMC in Pantego, writes that by saving 45-90 minutes in the cooking time of meatloaf, the cook in the family will be able to serve it more often. She also suggests that you might like to garnish these midgets with cheese strips, bell pepper rings or onion slices.

If you have a favorite recipe that you would like to share through this column, send it to: Brenda Sargent, Kitchen Corner, P.O. Box 1699, Raleigh, N.C. 27602. Tell us something about the recipe and any helpful tips you have discovered in preparing it, your family and the name of the EMC that serves you. We pay $2 for the recipe chosen monthly for this column.

CAROLINA COUNTRY RECIPE
15 Minute Midget Meatloaves

Submitted by Ms. Sarah Laurin, Blounts Creek, N.C.

Combine and mix well:
1/2 cup soft bread crumbs
1 egg
1/2 tsp salt
1/2 of a 6-oz. can tomato paste
or 1/3 cup catsup
Optional:
1/2 tsp. Oregano
1/2 tsp. Chili powder
1 small diced onion

Add to this mixture one pound of ground beef. Pack mixture into eight 3-inch or 10 2½ inch up, ungreased muffin pans. Cover with remaining tomato paste or catsup (1/3 cup). Bake in a preheated oven at 425 degrees for 15 minutes. Recipe serves 4-5 persons.

NEEDLE CRAFT

Pattern No. 7344
Both girls and boys will love this bright, cuddly pullover! It is just right for summer, fall – any season. Knit horizontal-stripe pullover of sport yarn in 4 colors.

Pattern No. 7405
Add bold color and design drama to a room with this Indian inspired circle rug. Instant Crochet in bold 3-color combination of heavy, washable acrylic yarn. 34" across without fringe.

Pattern No. 7343
Crochet this tunic in easy to memorize pattern stitch of 3-ply fingering yarn. Wear it alone or over shirts – it will look great all ways!

Pattern No. 7070
These clever, fun-to-make pot holders will attract all eyes. The sun bonnet sisters have skirts that button off to become practical pot-holders.

Send 75 cents (no stamps) for each pattern to: CAROLINA COUNTRY, Needlecraft Dept., Box 162, Old Chelsea Station, New York, N.Y. 10011. Print your name and full address with zip code and include the pattern number you want.

CONSUMER NEWS

This article has been prepared by the North Carolina State Attorney General's Consumer Protection Division. If you have a complaint or information about unfair or deceptive trade practices, notify the Consumer Protection Division, Office of the Attorney General, P.O. Box 629, Raleigh, North Carolina 27602.

North Carolina food shoppers are urged to beware of certain freezer meat plans.

The Consumer Protection Division has been investigating complaints all across the state.

According to consumers, some bulk beef sellers have used "bait and switch" tactics. These companies have reportedly advertised halves, quarters and other quantities of beef for sale at very low, attractive prices. The bargain price is the "bait." Then salespeople allegedly attempt to "switch" customers to higher priced meat by criticizing the advertised commodity, and by displaying lean, good quality beef carcasses beside the fat, low-grade advertised meat.

Based on recent consumer complaints, current sales practices in the state include publication of newspaper ads offering bonuses, such as chicken, pork chops, hot dogs, bacon and sausage. Buyers of the beef are eligible to purchase the bonus meats if specified minimum amounts of beef are purchased.

According to complaints, when the prospective buyer responds to newspaper ads, an appointment for seeing the beef is scheduled.

When the consumer arrives at the meat market, a salesman takes the customer into the storage cooler. Cuts of beef in varying sizes are suspended from ceiling hooks.

"The advertised beef was old-looking and practically all fat," one consumer reported.

"The salesman said if we purchased the advertised beef there would be about a 50 per cent weight loss due to fat. He then said it would be cheaper to buy a better grade because in the long run we would have very little loss and more net meat for the same amount of money."

The consumer said the cooler was "loaded with the better beef, but had only one piece of the advertised beef." He added, "There was no comparison in the appearance of the unattractive, advertised beef and the more expensive beef he showed us."

In another complaint, a consumer alleged that the price of the more expensive meat was reduced three times when the customer accused the salesman of using a "con scheme."

Bait and switch sales are prohibited under the Federal Trade Commission Act, and under Chapter 75 of the North Carolina General Statutes.

The tactic essentially is: an alluring but insincere offer to sell a product or service which the advertiser in truth does not intend or want to sell.

Among practices considered in determining if an advertisement is a bona fide offer are:

– Refusal to show, demonstrate, or sell the product offered in accordance with terms of the offer;

– Disparagement or criticism by acts or words of the advertised product, or the disparagement of the guarantee of assurances connected with the product;

– Failure to have available a sufficient quantity of the advertised product to meet reasonably anticipated demands, unless the advertisement clearly and adequately discloses that supply is limited;

– Refusal to take offers for the advertised merchandise to be delivered within a reasonable time;

– Showing a product which is defective unusuable or impractical for the purpose represented in the advertisements.

In October, 1972, the Consumer Protection Division filed suits against freezer meat companies operating in five North Carolina cities.

In addition to using misleading advertising and unfair sales practices, the defendants in the 1972 case were engaging in "short weighing," or failing to give customers the full amount of meat they purchased. The investigation by the Division was undertaken with the assistance of agents from the Weights and Measures Division of the N.C. Department of Agriculture.

BEST OF BOOKS

TAR HEEL LAUGHTER. Edited by Richard Walser. University of North Carolina Press, Chapel Hill. Bibliography and index. $9.95.

Richard Walser has brought together a wonderful collection of wonderful commodity – North Carolina humor – and he has done it in such a way as to show the wisdom and wit. Dr. Walser is professor emeritus of English at N.C. State University and the state's best known collector of native literary work. "Tar Heel Laughter" does credit to his scholarship and to his love of people and North Carolina. The fun begins with John Lawson among the Indians and carries through to the present, ending appropriately with a "Comic Wind-Up." The book will become a collector's item.

HEROES OF CONSERVATION. By C. D. Squire. Fleet Press Corp., New York. $5.

HEROES OF JOURNALISM. By Elizabeth D. Squire. Fleet Press Corp., New York. $5.95.

The stories of the "heroes" in these two valuable books make interesting reading and at the same time add greatly to understanding of the things and developments that have shaped the conservation movement and journalism.

In "Heroes of Conservation," C. D. Squire presents thorough profiles of Thoreau, Rachel Carson, Charles Lindberg and many others a human story of what has come to be Conservation with a capital C.

In "Heroes of Journalism," Elizabeth, his wife, tells the sotry of American journalism with stories of the lives and deeds of people like Benjamin Franklin, Horace Greeley, Lincoln Steffens, Nellie Bly and Edward R. Murrow.

The Squires have a home in Westfield North Carolina and many North Carolina ties. He is a freelance writer and former foreign correspondent. Elizabeth is the daughter of Jonathan Daniels and granddaughter of Josephus Daniels and in the newspaper business herself.

Their books are well researched, well-written, and entertaining as well as informative. Both books are illustrated, with bibliography and index. Ideal for home and library.

POET'S CORNER

ERSES FROM OUR READERS

Maytime

hen a thousand trees all over the world
waken to climb and start;
nd spring's warm call brings an answering
thrill
om the depth of every heart.

Unsigned
Pantego

A Rose for Mother

day I wear a tiny rose,
imple little bud of white,
d not a line of classic prose,
d not a verse that I could write,
ld tell so well the love I feel,
nscending that of any other.
ough long since gone, she's still so real;
Angel, and her name is Mother!

Paul Ellis Bowman
Hickory

Friends

ey're nice to have around you,
help you spend your day.
share a conversation with,
gentle sort of way.

ey always think about you,
never let you down.
ecially when your feet
n't quite touch the ground.

y're always there to turn to,
never lock their door.
these are your real friends,
what are real friends for?

Darrell S. Warner
Lexington

God's World

Pleasure is found in little things
Not golden jewels or diamond rings.
A spider's web all covered with dew
Or the infinite sky, a brilliant blue.
Delicate flowers and clouds of white,
Birds and such are my delight
Open your eyes that you may see
What God has created for you and me.

Christy Carpenter
Marion

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How can you stop someone at school from copying your pape

"The best way to prevent people from copying your paper any time is to take a blank piece of paper and keep it over your test paper. As your write your answers, just slide the blank paper over them. This way, anyone trying to copy your paper will not be able to see anything."

Jimmy Nelms
Halifax

Jimmy is 14 and a freshman at Halifax Academy. His hobby is making models. The Nelms family is served by Roanoke EMC.

"Just say, 'I don't want anyone copying my paper. This is the same thing as stealing and I certainly don't want to help anyone steal." This is a pretty strong statement and will probably embarrass the person so much that he won't feel like copying your paper again."

Debra A. Black
Crouse

Debra is 12 and attends South Elementary school in Cherryville. Some of her favorite pastimes are playing tennis, basketball and riding a bike. Her parents, Mr. and Mrs. Fred C. Black, are served by Rutherford EMC.

"Even though there are many solutions to this problem, there is one that I use when necessary and it has never failed me yet. When you are sure someone is copying your paper, simply put down the wrong answers. After the person has copied them, you go back and change yours secretly. When the papers are returned and graded, I feel sure your problem will be solved; but, be sure you kn the correct answers."

Delton Co
Ivan

Delton is a senior at Atkinson High School and is the school's basketball team. He is also vice president of student council, and president of the FFA chapter. family is served by Four County EMC.

"I would express to them by covering up my paper t I don't approve of them cheating. I would let them kn that someday it will get them in serious trouble.

Helen Morri
Mars

Helen is a senior at Scotland High School and enj sewing, singing and eating! Her parents, Mr. and Mrs. Cu Lee Morrison, are served by Pee Dee EMC. Helen hope attend Pembroke State University after finishing h school this year.

"Tell the person trying to cheat, that they are helping themselves – only hurting. Doing your own w shows how much you know and not how much some else knows and only by trying to do it yourself can learn from your own mistakes. Once you learn someth no one can ever take it away."

Elaine Cha
Lumbe

Elaine is 14 and attends Pembroke Jr. High. She enj music, parties and dancing. The Charles family is servec Lumbee River EMC.

TEEN ROUNDTABLE

NEXT QUESTION

Why should we respect our elders? Does this still apply today?

This question was submitted by Melodia Van Hooke of Rt. 3, Box 233, Mebane, N.C. Melodia is 13 and attends Stanford Junior High. Some of her hobbies are knitting, and sewing. Her family is served by Piedmont EMC.

If you have a good answer, sen it to THE TEEN ROUNDTABL Carolina Country, P.O. Box 1 Raleigh, N.C. 27602 at once. Tell us a few facts about yourself – your age, school, hobbies, etc. Include your parents' name and the na of the electric membership corporation serving you. If your answer is published, we will send you $5. If you want to submit a quest n, send it along and for each one used the sender will get a $5 c

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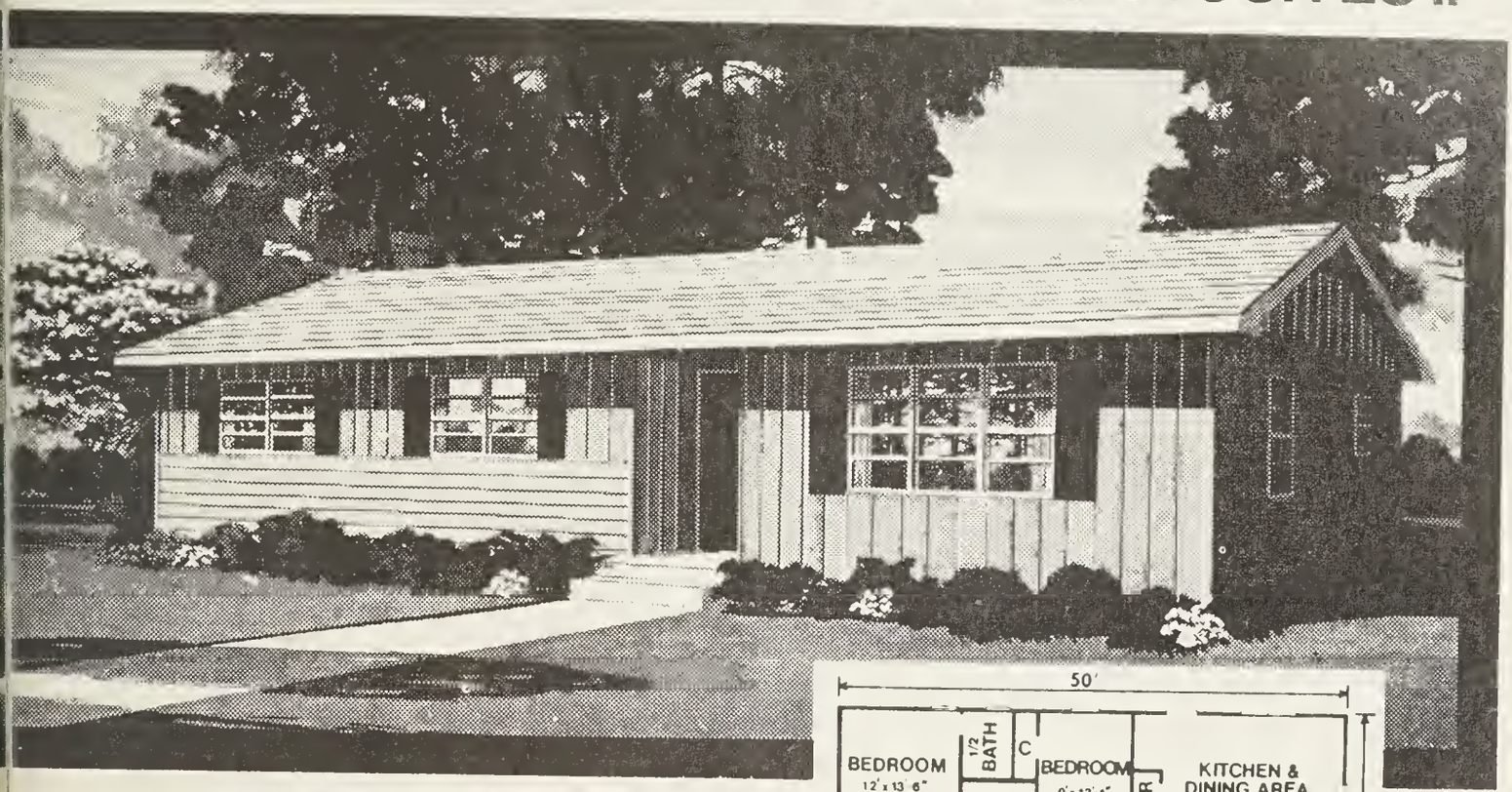

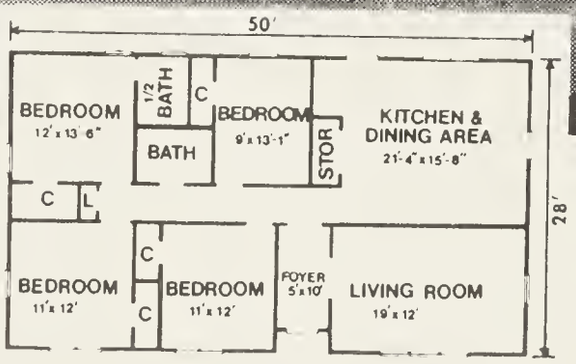

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PHONE If rural route, attach directions.

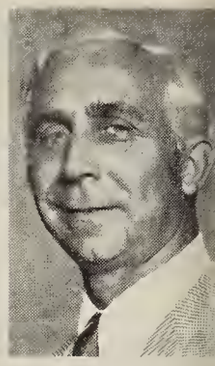
Hamil

Strong

Wells

Gill

Hutchens


Cleveland

A Problem Is a Challenge

EMCs Face the Issues at Annual Meeting

The energy crisis, power supply, rising costs and the outlook for EMC's and their members shared attention at a busy annual meeting of North Carolina Electric Membership Corporation.

N.C. EMC is the state association and service organization for North Carolina's consumer-owned electric cooperatives. The meeting was held in Raleigh March 12 - 14. Speakers including REA Administrator David A. Hamil discussed issues and raised challenges. Kelly Hutchens, N.C. EMC president, and General Manager Robert N. Cleveland presented reports on their stewardship, and surveyed the course of the association and the program

Louis Strong, general manager of Kentucky Rural Electric Cooperative Corporation and former president of National Rural Electric Cooperative Association, urged EMC leaders to respond positively to the challenge of the times.

"We're caught up in a time of significant and rapid change," he said. He gave some examples:

– We're moving away from a long-time relationship in which all of our loan money came from REA. This year we'll probably see about two-thirds of our loan funds – for generation and transmission as well as distribution – come from other sources.

– We're caught in the middle of the energy crisis, which will affect the way we do business.

– Our rates, which have been fairly stable, relatively unchanged for the past 25 years. Now we're in a period in which we may see electric rates double within 10 years because of the energy crisis, environmental considerations, the rising cost of money and inflation which affects everything involved in the electric industry.

"We're moving from a stable situation to a volatile, uncertain situation," he said. "It is a time in which we must be innovative and creative."

Praise from Hamil

REA Administrator Hamil brought praise, assurances and advice to the meeting.

He had high praise for Bob Cleveland and said Cleveland's record in Kentucky and Colorado before becoming general manager in North Carolina proved him "a good statewide manager."

Praising North Carolina's EMCs for outstanding progress, he said their membership now ranks fourth in the nation.

He assured EMC representatives the 1973 RFA Act, with its provisions for insured and guaranteed loans, is good for their systems and their members and has given electric cooperatives greater financial resources than they've ever had.

"We're getting down to where we have big money," he said, adding that credit now available for rural electric needs is "equal to any in the country,"

His advice was to tighten up operations to cope with rising costs and to conserve power.

"The day of bargain basement electricity is past," he said. "The job of rural electric cooperatives is to prepare their membership in advance for necessary rate increases . . . People will meet you half way when they understand why . . . Even with increased ra electricity is still a bargain."

Other highlights of Ha remarks:

– The "energy crunch" may be development that will tie the coast power grid and the big eas power grid together. In this da high cost energy, it's absolutely nc sary that rural electrics get tied these two big grids.

– "I understand you are d something about developing p supply of your own. That's a laudable undertaking."

– Whoever your power supp may be, they're being called o make greater investment in p They may welcome participatio your rural electric systems . . .

– The shortage of oil, coal an means more people are going to to turn to electricity for heatin The demand for electric service increase. Your operations are ge big and they're going to get bigger

– In order to keep costs dow the member, you're going to ha take advantage of every technique is . . . You're going to have to co date activities and make greater u your statewide association in me your needs.

– The opportunity to develop ir America is in the hands of the ir electric cooperatives – more so h any other organization. You a clout, you are in a position of le ship. The greatest rural develop carried out in the past 35 yea been the electrification of rural A ca and the rural telephone pro Rural America is being develope you have your hand at the helm.

Wells Sounds a Tocsin

Utilities Commissioner Hugh Wells, speaking at the REAP breakfast, said the energy crisis marks a crossroads in our country's history.

"Looking back, we see that an abundance of energy has enabled us to make great strides in all ways of progress," he said. "As you and I look back upon this history of rural electrification, we see one of the great panoramas of history."

"The appetite of our people has been whetted for energy – we have learned to use it well. To be sure, some of it has been wasted and foolishly spent, but by and large, we have used it well."

"Now there are those who say that we have done too well – that our very success was not deserved, and that henceforth, energy which is so much depended upon will be hard to get and harder to pay for. There is abroad in this land dark prophecies of men in high places who seek to turn us back in time to the desparate days of the depression, to convince us that progress and prosperity are not to be taken as either necessary or inevitable."

Wells quoted Federal Energy Czar Simon's statement that "scarce high cost energy will be made rule for many years if not indefinitely."

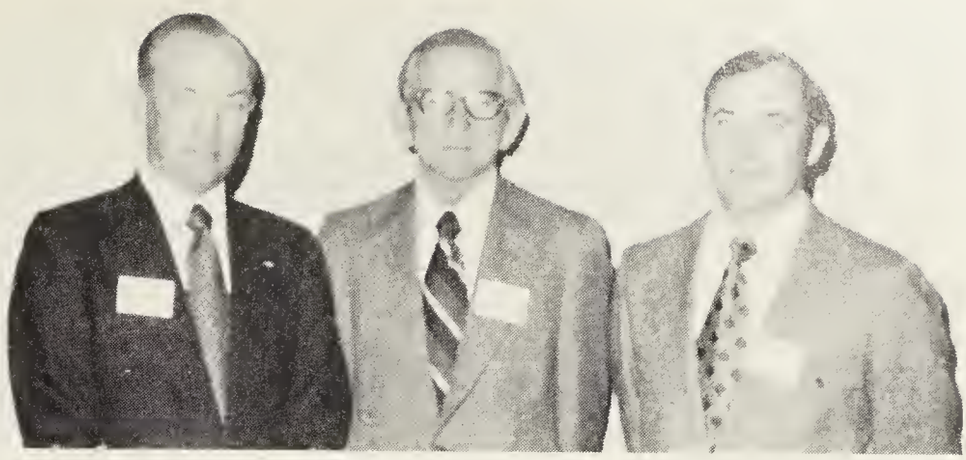
" . . . Don't listen to these killers of the dream . . .," Wells said, "Fight . . . for the great principles which have ennobled your spirits and enriched all our lives."

"Energy abundance has given life, joy and beauty to America; energy scarcity will help no one but those who now sit high in the energy saddle, ready to ride roughshod over all the rest. We – you and I and all the people who love this land – must not turn back.

"We can, with the right devotion to the common good, with the determination that you have shown in the past, lead America to a future of an abundance of energy, and with it, the good life our people have worked for and deserve."

Togetherness is Strength

Charles B. Gill of National Rural Utilities Cooperative Finance Corporation (CFC) said rural electric capital needs have increased from about



New Statewide Officers – Horace Moore of Snow Hill, president; Hugh A. Crigler of Lexington, vice president, and Douglas P. Leary of Wake Forest, secretary-treasurer.

$350,000 to a total approaching $2 billion a year since 1969.

He said loan requirements of distribution cooperatives are growing about 6% to 8% a year, about $10 billion will be needed for generation and transmission over the next five years, and power companies in some areas are calling for a capital input by rural electrics in their new generating and transmission facilities.

The new Federal Financing Bank should be able to market federal guaranteed REA loan obligations cheaper than is now possible he said. This could mean, he noted, that CFC will be more involved in raising "front money" for rural electric projects and helping them with new needs, such as buying fuel sources.

"We want to be in a position that we can get all the funds we need," he said, "adding this means we'll need strong, viable rural electric systems with territorial protection, comparability of rates and good member attitudes."

"Together, we can raise all the capital we need. Individually, we can have problems."

Former Governor **Bob Scott** executive vice president of N.C. Agribusiness Council, stressed the importance of maintaining a strong, prosperous agribusiness economy in the state. He called for increased spending for agricultural research and related it to North Carolina's role as a leader "in the front ranks" of states whose agricultural exports are helping the nation maintain a favorable balance of trade.

Dr. George Gallup, president of the Gallup Poll, spoke at a banquet given by N.C. EMC in honor of members of the General Assembly. He said his polls show the public is dissatisfied with the state of affairs but not despondent, and is preoccupied with the energy crisis.

"The mood of the people is very bleak," Gallup said, "but I don't think they have lost faith.

How People Feel

Fran Farrell Kraft, president of John F. Kraft Inc., reported 70 percent of North Carolinians her firm interviewed in a public opinion survey "volunteered one phase or another of the energy problem as the major one that government should be facing."

She also reported a majority of North Carolina adults feel there really isn't a shortage of gasoline and fuel oil and that big companies are holding it back for their own advantage.

"However," she said "the energy crisis does not translate fully to electricity. Carolinians expect that electric rates may go up in the coming years, but they do not think it is very likely that there will be a shortage of electricity."

Some other findings of the survey reported by Mrs. Kraft:

North Carolina's EMC's are "extraordinarily strong" in public favor. More than 75 percent of people served by EMC's rated the job done by the cooperatives as "excellent" or "pretty good." Three out of four people feel they get better service because they have a voice in an electric membership corporation.

"The EMCs have replaced private power companies as the number one choice as a power source if the option were available . . ."

A New Plus? Federal Financing Bank

A new government entity – the Federal Financing Bank – may make it easier and cheaper to raise money for REA financing.

Federal Financing Bank came into being with the signing of Public Law 93-224 by President Nixon on Dec. 29, 1973. It was created by Congress "to assure Coordination of programs with the overall economic and fiscal policies of the Government, to reduce the costs of Federal and federally assisted borrowings from the public, and to assure that such borrowings are financed in a manner least disruptive of private financial markets and institutions."

The Bank will be under the supervision of the Secretary of the Treasury, who will serve by law as chairman of its five-member board. The other four members "shall be appointed by the President from among the officers or employees of the Bank or of any Federal agency."

Treasury spokesman have said REA is among "principal eligible agencies or programs" which will be involved. They informed REA Administrator David A. Hamil by letter "the Bank is authorized to purchase any obligation guaranteed by any Federal agency, including REA."

Treasury officials also said the Bank will begin operations soon "to meet many financing needs and have its first market borrowing before the end of this fiscal year."

This picture of the Bank and its role emerges from Treasury sources:

The Bank will be a "source of credit for REA borrowers through the vehicle of REA" and a "more effective way of approaching the securities market."

Treasury's debt management people will be the primary staff for the Bank. The Bank will not have its own quarters or even its own employees. Its principal function is seen as a financing vehicle for programs already authorized.

The Bank does not plan to service loans itself, but will depend on the agencies it works with for this. Hamil was told the "interest of the government as well as the interests of borrowers guaranteed by REA would be served best by a procedure under which REA would handle all arrangements with guaranteed borrowers, including loan servicing functions."

"In short," the same letter advised Hamil, "we expect that the financing of REA guaranteed loans by the Bank would be handled in essentially the same manner as financing of REA insured loans by the Treasury."

"Most agencies," Treasury says, "will find it most advantageous to use the Bank for their financing since the Bank will by able to borrow at lower cost than the individual agencies and will be able to assure availability of funds when financing might otherwise be more difficult."

Will it actually work out as Treasury says? Only time will tell.

Agriculture Day

Governor Jim Holshouser and Agriculture Commissioner Jim Graham officially observed March 25 as Agriculture Day in North Carolina.

The Governor issued a proclamation. The Agriculture Commissioner cited the importance of agriculture to the state and nation and thanked the Governor for issuing the proclamation. The observance was sponsored nationally by the National Agriculture Marketing Association.

"Agriculture is truly basic to the economy of the state and nation," Graham said, "and it is fitting that we call this attention to the great industry . . . The gross farm income for North Carolina last year was $2.2 billion which went directly into the economy of the state. This does not include the millions of dollars generated by agriculture-related industries or consumer goods bought by money taken in by the farmers of the state."

Taylor Reaps Award

Vernon E. Taylor, manager o Roanoke EMC, Rich Square, wa served a surprise at the 1974 REA (Rural Electric Action Program) breal fast in March. He was presented Distinguished Service Award for h achievements as REAP's first chairma in his efforts to "improve the qualit of life in both rural anf urban Nort Carolina through responsible politic citizenship." In addition, a "Verno Taylor Political Citizenship Award was established in his honor.

Hutchens Honored

Kelly Hutchens, manager of Surry Yadkin EMC, Dobson, was awarded certificate of meritorious service b the Board of N.C. EMC in appreciatio of his achievements as president of th EMCs' statewide association. Kell completed his tenure as president ar received the certificate during th association's annual meeting in Marc

P.C. Collins Jr. of Laurel Springs, a director of Blue Ridge EMC, is shown in action as auctioneer at the 1974 REAP breakfast. The former state legislator is running for reelection to the General Assembly. The auction he conducted was a financial success for the Rural Election Action Program.

HALE

The housewife arrived at the super-
rket check-out line with a variety of
ples, pears, peaches and lemons,
out 15 pieces of fruit in all. The
rk rang up the total and announced,
hat'll be $4.75, Ma'am."
Without a word the woman handed
a five dollar bill and headed for
exit with her package. "Your
rter change, ma'am, you forgot it,"
ed out the clerk.
"Keep it," she yelled back, "I
ped on a grape on my way in."

* * * * * * * *

The Sunday School teacher was
cribing how Lot's wife looked back
suddenly turned into a pillar of
. "My mother looked back once,"
the interested little Jimmy,
ile she was driving - and - and -
turned into a telephone pole!

* * * * * * *

mitten Suitor: Jimmy, if you'll get
ust one small lock of your sister's
tiful hair to have for my very
, I'll give you a dollar!
immy: How about this? For five
s I'll snitch her whole wig!

d it, Harry, you planted the
tty Litter" instead of grass seed.

The little boy looked longingly at his friend's dog. "I want a dog for Christmas," he said, "but my folks say I can't have one."

"You didn't ask right," his friend advised. "Ask for a baby brother. Then you'll get the dog."

* * * * * * * *

After landing on Mt. Ararat, Noah went to all the animals and said, "Go forth and multiply!"

Later, Noah was looking around the ark when he spied two snakes. "I thought I told you to go forth and multiply!" he exclaimed.

"We can't," they replied. "We're adders!"

* * * * * * * *

On the way home from church on Ash Wednesday, little Johnny querried his mother: "Is it true, Mommy, that we are made of dust?"

"Yes, darling."

"And do we go back to dust again when we die?"

"Yes, dear."

"Well, Mommy, when I said my prayers last night and looked under the bed, I found someone who is either coming or going."

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Our daughter-in-law, Cathey Hohman Johnston, was in the picture (used with the article about Harnett County Sheltered Workshop in the March issue) as an instructor in the school and her name did not appear in the article. We would appreciate it if you would make this correction in your next issue as we are very proud of her and her work with these people. We think it was a very nice write-up.

Mr. and Mrs. W.L. Johnston Sr.
Belhaven.

We are glad you brought to our attention the fact that your daughter-in-law's name was not given in the cutlines. She deserves credit for her work at the workshop.

I read your editorial in the March 1974 issue and I felt I should pass along congratulations to you on the very excellent manner in which you approached the problem of gasoline rationing and energy shortages in general. I think it was an outstanding editorial and certainly got to the heart of the problem in a most succinct manner.

Forrest Bradley
Springfield, Mo.

I have just received my copy of (the March issue of) Carolina Country and am pleased that you carried the full address delivered by Senator Ervin at the Cooperative Council meeting. I also read with interest the report by Congressman Preyer and your summation of the Council convention. I always look forward to reading Carolina Country and wish to commend you for the fine job you are doing as editor of this magazine.

Harry B. Caldwell
Executive Vice President
Cooperative Council of N.C.

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